



EEP Activity Report- 2025-26

West Bengal Chapter



By

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Dept. of Environment, Govt. of West Bengal

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EXECUTIVE SUMMARY

This report elaborates various environmental activities involving students and teachers of different schools of West Bengal enlisted under the Environment Education programme (EEP), and the success stories in a comprehensive manner. Like earlier, the West Bengal Pollution Control Board (WBPCB) played crucial role as the Implementing Agency (IA) to execute this programme in our State in an effective and impressive manner during 2025-26. The programme aims to sensitize and upskilling of school and college students about different environmental issues and motivate them to adopt sustainable lifestyle.

The MoEF & CC, Govt. of India had released Rs. 2,82,90,183/- for implementing EEP programme during 2025-26 financial year of which Rs. 2,82,90,183/- fund has been utilized both by the State Board as Implementing Agency and fund transferring to the Eco-clubs for organizing various activities/programmes.

Henceforth, 5851 schools and 140 colleges in 23 districts of West Bengal have been enrolled so far. An amount of Rs. 2,24,70,000/- was disbursed to 334 schools and 20 colleges through PFMS accounting system of Government of India online transfer mode for conducting eight types of activities as per the EEP, MoEF & CC, GoI guideline. These programmes targeted to involve the students and teachers of different Eco-clubs of 23 districts across the State from hill area to the plain land among about 5851 schools and 140 colleges students.

The schools carried out the activities as suggested by the Ministry of Environment, Forest and Climate Change (MoEF&CC), Govt. of India and submitted their reports to the WBPCB (Implementing Agency). Close interaction between the WBPCB and the enlisted schools created great enthusiasm in the Eco-Club members in realizing the stated objectives.

A number of Committees (State Steering Committee and District Level Implementation and Monitoring Committee) were formed immediately after receipt of funds as per the MoEF&CC, Govt. of India guidelines for closely advising on and monitoring the activities.

The activities of the Eco-Clubs as well as the WBPCB (IA) itself have been elaborated in the following chapters. The major activities like plantation of saplings at schools and surrounding areas, cleanliness drive within the school premises, celebration of World Environment Day, Earth Day, World Ozone Day and other significant days, sustainable lifestyle workshops, exhibitions, competitions etc. for environmental awareness generation have been organized at different locations across the State. A lot of big programmes involving Eco-club students were also organized and a number of saplings were distributed amongst the Eco-club students.

Campaign programmes and rallies were organized by the Implementing agency as well as the enlisted Eco-clubs to aware the general people about the restrictions imposed on using single-use plastic carry bags, loudspeakers, bursting of banned fire-crackers etc. at different places in the city and other districts of West Bengal throughout the year. Moreover, the State Board sincerely tried to promote Mission LiFE themes and encourage the students to obey those in their daily life activities through all these endeavours.

Reports on school level activities and district level activities have been compiled. On the whole, the activities of the Eco-clubs generated a lot of enthusiasm among the students as indicated by their participation in large numbers in all environmental programmes as well as in the activities in individual schools.

Introduction

1.1 What is EEP?

The Environment Education Programme (EEP) formerly known as National Green Corps (NGC) programme was introduced by the Ministry of Environment and Forests & Climate Change (MoEF&CC), Government of India in the year 2001-2002 aiming at spreading environmental awareness among school students by involving them in various environment-related activities and thereby building a cadre of young green citizens working towards environmental conservation from their early school years. By participating in various environmental activities under the EEP, the students acquire the basic knowledge, skills and values that promote environmental responsibility.

The prime objectives of this programme are stated below:

To Sensitize children/youth about sustainable lifestyle through pedagogical initiatives like Workshops, Exhibitions, Projects, Campaigns, Nature Camps, etc.

- To make the children acquire the basic knowledge about environment in order to create environmental awareness among the general people.
- To make the students and others more concern about environmental causes.
- To provide environmental education opportunities for school students;
- To utilize the unique position of school children for spreading environmental awareness to the society at large;
- To facilitate children's participation in the decision-making process of environmental as well as developmental fields in their locality.
- To encourage the children into direct interaction with the environmental problems facing by the society they live in and make them think of its solutions; and
- To involve the children in action-based programmes related to environment in their surroundings.

Beside these, it is mandatory for all Eco-Clubs to observe the World Wetland Day (02 February), Earth Day (22 April), World Forestry Day (21 March), World Water Day (22 March), World Environment Day (05 June), National Pollution Prevention Day (02 December), etc.

The assessment of implementation of programme will provide valuable insights into the strengths and areas for improvement of existing initiatives/activities. By leveraging these findings, it is possible to enhance the programme effectiveness, promote sustainable behaviors and cultivate a generation of environmentally conscious citizens.

1.2 EEP in West Bengal

EEP started its journey in West Bengal since 2002-2003 by active participation of the Eco-Club students in respective schools under the supervision and guidance of their teacher. Since 2011-12, the West Bengal Pollution Control Board is playing crucial role as the Implementing Agency (IA) for directly coordinating and implementing various environmental activities under the programme in each and every district across the State. Presently, the State Board disburses the fund through online NEFT system directly to each school in each district.

In this respect, a State level committee was formed, chaired by Shri Subrata Ghosh, Chief Engineer, West Bengal Pollution Control Board and at district level, the In-charges of all the regional offices of the State Board have been appointed as the district Nodal officers.

During 2024-25, the WBPCB as the Implementing Agency conducted multiple types of events and activities highlighting upon Nature Study Camps, Workshop-cum-Model Exhibitions, seminars, observation of environmentally important days on hybrid mode, environmental awareness programmes etc. to promote Mission LiFE themes throughout the year. These programmes targeted to involve the students and teachers of different Eco-clubs across all 23 districts of the State from hill area to the plain land.

Moreover, a number of schools and colleges enlisted under the EEP Programme across the State of West Bengal organized various environmental activities or programmes including campaign/awareness programmes on air, water, noise pollution, anti-plastic, observation of environmentally significant days, Workshops, exhibitions etc. based on seven themes of Mission LiFE Programme at the respective school or college premises and surrounding areas throughout the year.

1.3 Mission LiFE

Mission LiFE (Lifestyle for Environment) is an India-led global mass movement to nudge individual and community action to protect and preserve the environment. It emphasises on environmentally conscious lifestyle. It focuses on nudging individuals towards simple behavioural changes in their daily lives which accumulate to contribute significantly towards climate action. 75 actionable points were identified under the seven themes namely, Energy Saved, Water Saved, Single Use Plastic Reduced, E-Waste reduced, Sustainable Food Systems Adopted, Waste Reduced (Swachhata Actions) and Healthy Lifestyles Adopted which aim to fulfil SDGs related to Environment.

The West Bengal Pollution Control Board has also successfully accomplished a number of events to promote the themes under Mission LiFE since April, 2023.

1.4 Coverage of EEP activities in West Bengal

Being the State Nodal Agency and the Implementing Agency the State Board took all necessary initiatives to enlist 5852 schools and 109 colleges of 23 districts across the State under EEP. Remarkably, more than 50,000 students and teachers participated in the activities to create public awareness about environmental protection as well as to encourage them to follow Mission LiFE themes.

- **Total No. of districts covered: 23**
- **Total No. of Participants: 1,08,968**
- **No. of schools/Eco-clubs covered: 5991**
- **No. of Events conducted: 2134**
- **No. of Nature Camps conducted by IA: 20**
- **Workshops/ Project/ Competition/ Exhibitions/ Wetland/ Others by IA: 364**

Table- 1.1 : District wise EEP Schools in West Bengal during 2025-26

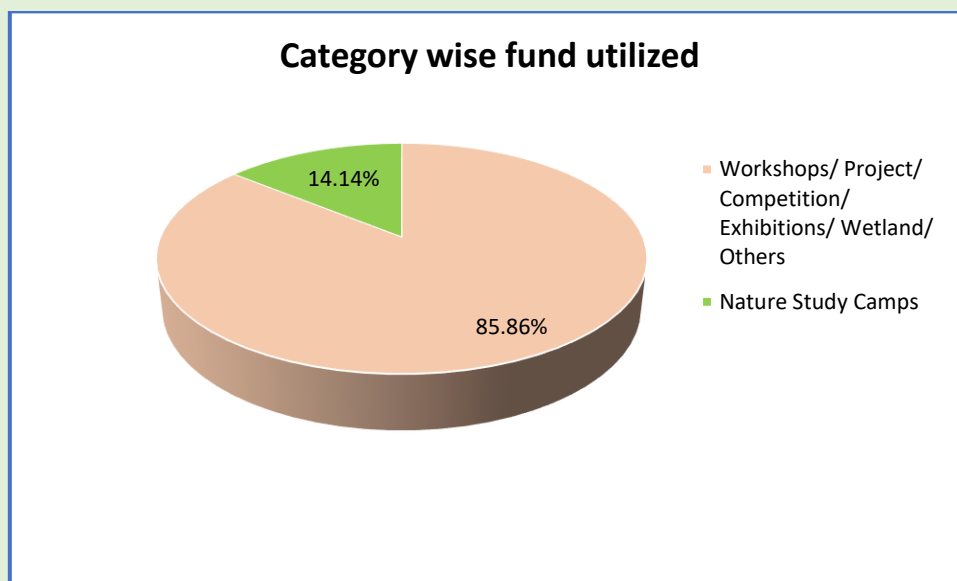
Sl. No	Name of the district	No. of the enlisted Schools
01	Birbhum	253
02	South 24 Parganas	252
03	Bankura	252
04	North 24 Parganas	295
05	Alipurduar	254
06	Coochbehar	262
07	Howrah	254
08	Dakshin Dinajpur	249
09	Purulia	243
10	Nadia	249
11	Paschim Bardhaman	237
12	Uttar Dinajpur	246
13	Darjeeling	230
14	Purba Bardhaman	256
15	Hooghly	302
16	Jalpaiguri	248
17	Jhargram	257
18	Kolkata	288
19	Kalimpong	141
20	Malda	250
21	Murshidabad	261
22	Paschim Medinipur	311
23	Purba Medinipur	261
Total=====>		5851

Table- 1.2: District wise EEP colleges in West Bengal during 2025-26

Sl. No	Name of the district	No. of the enlisted colleges	
1	Kolkata	48	
2	North 24 Paraganas	26	
3	South 24 Parganas	16	
4	Howrah	7	
5	Hooghly	7	
6	Birbhum	3	
7	Purulia	1	
8	Jalpaiguri	3	
9	Darjeeling	1	
10	Murshidabad	1	
11	Paschim Bardhaman	3	
12	Bankura	1	
13	Jhargram	3	
14	Nadia	1	
15	Paschim Medinipur	8	
16	Purba Bardhaman	1	
17	Kalimpong	1	
18	Alipurduar	2	
19	Purba Medinipur	1	
20	Malda	1	
21	Uttar Dinajpur	2	
22	Dakshin Dinajpur	1	
23	Coochbehar	2	
	Total	140	

1.5 Utilization of Grants-in-aid during FY 2025-26

1. Funds received from the Ministry : Rs. 2,82,90,183.00
2. Auto-deduction of unspent amount : NIL
3. Reimbursement of administrative charges for previous year- Rs.17,01,433.00
4. Actual fund utilized for EEP activities : Rs.2,82,90,183.00
5. Fund utilized by the WBPCB (Implementing Agency): Rs.58,20,183.00
6. Funds transferred to Eco-clubs for utilization: . Rs.2,24,70,000.00
7. Category wise fund utilized:
 - *Workshops/ Project/ Competition/ Exhibitions/ Wetland/ Others-*
Fund Utilized- Rs.2,42,90,183.00 [85.86%]
 - Nature Study Camps-* Rs.40,000,00.00 [14.14%]
 - Fund utilized- Rs.2,82,90,183.00



Environmental campaigns and events under EEP during 2025-26

Various types of activities and events based on Mission LiFE themes were conducted by the Eco-clubs and the WBPCB (IA) itself during 2025-26. The events showcased seven different themes of Mission LiFE Programme, focusing on Energy saving, Water saving, Single-use Plastic Reduction, Sustainable Food systems Adoption, Waste Reduction, Healthy Lifestyles Adoption and E-waste Reduction. The participants also took pledge to promote Mission LiFE themes through their daily life.

2.1 Observation of different environmentally important days

The West Bengal Pollution Control Board observes the environmentally important days throughout every year as per the guidelines of the Ministry of Environment, Forests & Climate Change, Govt. of India. Different environmentally important days, like Earth Day, World Water Day, World Environment Day, Ban-Mahotsav programme- a mass plantation drive throughout the monsoon season, International day of Clean Air for Blue skies, World Ozone Day, World Water Monitoring Day were observed involving the Eco-club students and teachers under EEP during 2025-26.

Earth Day- 2025



Observation of Earth Day-2025 at Paribesh Bhawan

The World Earth Day is celebrated worldwide on 22 April every year. Like earlier, the State Board observed the day in a befitting manner on **25 April, 2025** at 11:30 a.m. at the Auditorium, Paribesh Bhawan, Bidhannagar, Kolkata. The programme was based on this year's theme of – *'Our Power, Our Planet'* with an objective to create awareness and sensitize about our commitment to promote use of renewable energy leading towards increase in generation of clean electricity by 2030 in order to prevent air pollution and climate change. In relevance, the event was highlighted by Mission LiFE theme-*'Energy Saved'*.

The event began with State anthem with all the participants. Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager, WBPCB & Special

Secretary to the Govt. of West Bengal cordially welcomed all the dignitaries, students and teachers of different schools and colleges of Kolkata enlisted under the Environment Education Programme (EEP). He briefed everybody the objective as well as the significance of the auspicious day in a comprehensive manner. He thoroughly gave a guideline to the contestants of the elocution competition.

An Elocution competition on ***'Climate Change: An alternative of fossil fuels'*** was organized in which 10 students, i.e., one student from each of the 05 schools and 05 colleges enlisted under the Environment Education Programme (EEP) participated. The contestants expressed their thoughts, views and knowledge through their brief speech in an impressive manner. The panel of judges evaluated their performances accordingly:



Speech by Nodal Officer-EEP Shri Samanjit Sengupta,
WBCS (exe.)

Schools:

- 1st- Eshani Chatterjee of Adarsha Balika Sikshayatan, Kolkata
- 2nd- Suhana Dey of Gokhale Memorial Girls' School, Kolkata
- 3rd- Tanusree Haldar of A.K. Mitra Institution for Girls', Kolkata
- 4th- Tanveer Khan of A.P. Dept. Calcutta Madrasah, Kolkata
- 5th- Md. Masood Alam of Anglo Arabic Secondary School, Kolkata

Colleges:

- 1st- Rounok Kr. Das, Thakurpukur Vivekananda

College, Kolkata

- 2nd- Shrijeet Das of Dinabandhu Andrews College, Kolkata
- 3rd- Akash Das of Maharaja Manindra Chandra College, Kolkata
- 4th- Archita Mukherjee of Surendranath College, Kolkata
- 5th- Snigdha Saha of Gokhale Memorial Girls' College, Kolkata

During the 2nd half of the event after a short break, Hon'ble, Chairman, WBPCB elaborated about the scientific overview of our planet Earth consisting of atmosphere, hydrosphere and most importantly the biosphere. He highlighted about some important environmental threats that the whole world is facing badly, like gradual increase in atmospheric temperature, melting of glaciers, sea-level rise, flood, drought, cyclones etc. as a result of climate change causing due to excessive use of fossil fuels by humans for several purposes. He urged everybody to implement small lifestyle modifications by obeying Mission life themes to overcome these problems for a better environment and to achieve sustainable lifestyle goals (SDG).

The dignitaries awarded all the winners of the Elocution competition. Saplings were given to each participating school and college as part of the 'Plant 4 Mother' initiative.

Shri Debasish Sarkar, Chief Engineer, WBPCB heartily thanked all the dignitaries, senior Board officials, media house and 120 nos. of student and teacher of the following schools and colleges:

Schools:

1. Adarsha Balika Sikshayatan, Kolkata
2. Gokhale Memorial Girls' School, Kolkata
3. A.K. Mitra Institution for Girls', Kolkata
4. A.P. Dept. Calcutta Madrasah, Kolkata
5. Anglo Arabic Secondary School, Kolkata

Colleges:

1. Thakurpukur Vivekananda College, Kolkata
2. Dinabandhu Andrews College, Kolkata
3. Maharaja Manindra Chandra College, Kolkata
4. Surendranath College, Kolkata
5. Gokhale Memorial Girls' College, Kolkata

The event ended with a chorus of National anthem along with a happy note. The event had huge viewership on social media platform also.



Certificate distribution to the winners by Shri Samanjit Sengupta, Nodal Officer-EEP, WBPCB



Dignitaries along with the participants at the event

Observation of World Environment Day- 2025

The West Bengal Pollution Control Board observed the auspicious occasion of World Environment Day on **5 June, 2025** at Biswa Bangla Convention Centre, Kolkata in an impressive yet decent manner. The event comprising of sustainable lifestyle workshop, exhibition, Poster-making and Eco-art competition, Quiz competition etc. religiously focussed on the UN theme of '*Beat Plastic Pollution*' with special emphasis upon '*Exploring alternatives of Plastics*'. Various industries, parastatals of State Environment department (EKW, WB Biodiversity Board) participated in the exhibition by installing stalls to display various activities to aware the people. The Best 20 posters and Eco-art items prepared by the Eco-club students were also displayed in a stall.

The State Board sincerely tried to disseminate the crucial message of preventing plastic pollution across the world by campaigning not only through print media, FM Radio but also digitally through Social media.

State song of Bengal followed by an Audio-visual on the extent of plastic pollution in present days set the tune of the grand event. The event was graced by Hon'ble Minister of State (Independent Charge), Dept. of Environment, Govt. of West Bengal and other renowned dignitaries including Guest of Honor- Roshni Sen, IAS, Additional Chief Secretary, Dept. of Environment, Govt. of West Bengal, Chief Guest- Prof. Ajoy Kumar Ray- (Padma shri Awardee), Director, JIS Institute of Advanced Studies & Research & former Director, IEST, Shibpur, Hon'ble, Chairman, WBPCB, Shri Jagdish Prasad Meena, IAS, Member Secretary, WBPCB, Shri Sasim Kr. Barai, IAS, Senior Special Secretary to the Govt. of West Bengal, Department of Environment, Government of West Bengal and Dr. Himadri Sekhar Debnath, Chairman, West Bengal Biodiversity Board who inaugurated the event traditionally by watering our State plant-*Chhatim*.

Shri Jagdish Prasad Meena, IAS, Member Secretary, WBPCB cordially welcomed all the dignitaries, eminent guests, govt. officials, 310 students, teachers of different schools, colleges and universities across the State enlisted under the Environment Education Programme (EEP). He described the objective of the event precisely.

The dignitaries unveiled the following publications prepared by the team of the West Bengal Pollution Control Board:

- Annual Report-2023-24
- World Environment Day- 2025 theme- based posters
- Book on Air Pollution
- Book on Plastic Pollution

The Hon'ble State Environment Minister Smt. Chandrima Bhattacharya delivered an appealing speech and urged everybody especially the young crusaders present in the event to be more aware as well as proactive towards prevention of plastic pollution.

On behalf of the State Environment department, Roshni Sen, IAS, Additional Chief Secretary elaborated the fruitful initiatives undertaken by the concerned department so far and also the upcoming planning in order to make our State clean and green.

Prof. Ajoy Kumar Ray delivered a mind-blowing speech, which was resourceful with some relevant data of plastic wastes generation as well as its harmful impacts on ecosystems across the World. Hence, it was an eye-opening speech highlighting the gradual rise in overall environmental adversities.

Hon'ble Chairman, WBPCB addressed the audience with an exceptional speech explaining the environmental degradation due to plastic pollution from hills to ocean which is a severe threat for humans as well as animals. He talked about the effective steps undertaken by the State Board to tackle the problems and earnestly appealed all the citizens and students to bring significant changes in lifestyle following Mission LiFE themes and be cooperative by discarding single-use plastics and exploring eco-friendly alternatives to achieve sustainable development goals (SDG).

The inaugural session ended with thanksgiving to the dignitaries.

The second session of the event was yet more interesting with State-level Environmental Quiz competition for the students of participating schools and colleges from Kolkata and adjacent districts of West Bengal.

During the Award ceremony, the three winners of each State-level Poster-making and Eco-art competitions were awarded.

Poster-making competition:

1st - Arannya Debnath, Class-X

The Scottish Church Collegiate School, Kolkata

2nd - Snigdha Ghosh, Class-IX

Bethune Collegiate School, Kolkata

3rd - Dipshikha Sen, Class-VI

Raghunathpur Girls High School, Purulia district

Traditional Handicrafts of Bengal as alternatives of Plastics (Eco-art) Competition:

1st - Supriya Mandal, Class-VIII, Bijoy nagar Adarsha Vidyamandir (H.S), South 24 Parganas district

2nd - Inpan Roy, Class-XI, Tapsikhata High School, Alipurduar district

3rd - Sneha Koley, Class-XI, Chinsurah Balika Siksha Mandir High School, Hooghly

Environmental Quiz Competition (Schools):

1st – Scottish Church Collegiate School, Kolkata

2nd – Narendrapur Ramkrishna Mission High School, South 24 Paraganas

3rd – Sakhawat Memorial Govt. Girls' School, Kolkata

Environmental Quiz Competition (Colleges):

1st – Derozio College, Kolkata

2nd – Presidency University, Kolkata

3rd – Bethune College, Kolkata

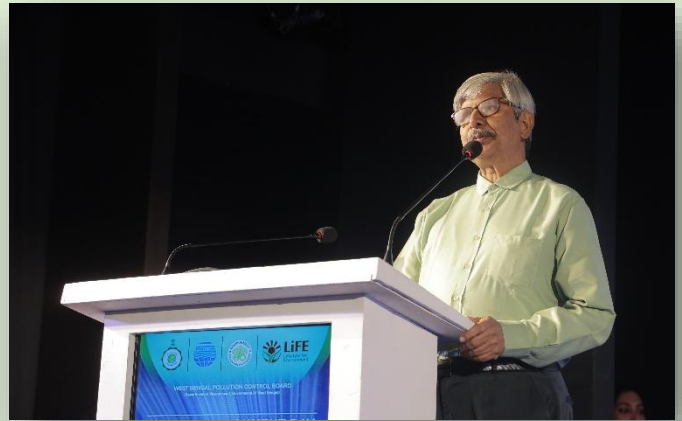
The event marked its successful end with a chorus of National anthem. It got huge publicity on Social media platform also.



WBPCB stall at World Environment Day- 2025



Speech by Shri J.P. Meena, IAS, member Secretary, WBPCB



Speech by Prof. Ajoy Kumar Ray- (Padma shri Awardee)



The audience at the programme



Display of posters made by the students



Environmental Quiz Competition for the participating students of schools/colleges



Participating students of different schools and colleges

■ Experiential Learning Programme on Environmental Awareness & Pollution Control

The West Bengal Pollution Control Board organised a workshop- “*Students’ Experiential Learning Program on Environmental Awareness and Pollution Control activities*”, as per the guidelines of Environment Education Program (EEP) on **9 July, 2025** at the Auditorium, Paribesh Bhavan, Bidhannagar, Kolkata. The knowledge sharing event was presided over by Hon’ble Chairman, WBPCB.

About 91 students and teachers of the following EEP enlisted schools participated in the event and had an exclusive educational session to enrich themselves:

1. Rishi Aurobindo Memorial Academy, Kolkata
2. Shri Aurobindo Institute of Educations- Saltlake, Kolkata
3. Saltlake School, Saltlake, Kolkata

Each student was given campaign kits comprising T-shirt, cap, stationaries along with evaluation sheet and feedback forms after getting enrolled for the event.

Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager & Nodal Officer-EEP, WBPCB & Ex Officio Special Secretary, Govt. of West Bengal cordially welcomed all the students, teachers and senior Board officials present at the event. He set the tune of the educational programme by explaining its objective of behavioural

change in community level for environmental cause. He defined Mission LiFE themes as well as its effective implementation in daily life and role of Eco-clubs in a comprehensive manner.

Hon'ble Chairman, WBPCB delivered his resourceful keynote address on Environmental degradation during Anthropocene and Ecological Security. He explained different aspects of ecology by stressing upon major causes of ecosystem degradation due to the major environmental threats of climate change, air pollution, plastic waste pollution, biodiversity loss etc. and ecological conservation. The students got the scope of understanding the concept of ecological footprint. He also enlightened the severity of air pollution and single-use plastics especially intake of micro-plastics on human health as well as ecosystem from the mountains down to oceans across the world.

Shri Debasish Sarkar, Chief Engineer- Planning, WBPCB talked about the Structure and role of the WBPCB for pollution control management with special emphasis upon legal provisions.

Shri Anjan Fouzdar, Environmental Engineer, Waste Management Cell briefly described the Role of the State Board for Implementation of Waste Management Rules.

Dr. Ramkrishna Saha, Chief Scientist, WBPCB elaborated the Wholesomeness of Rivers of West Bengal and water Quality monitoring activities of the State Board. He also highlighted the Scientific Laboratory Works being carried out at WBPCB.

Dr. Debasish Chakrabarty, Sr. Scientific Officer & In-charge- NCAP, WBCPB and NCAP team gave a hands-on demonstration about air pollutant measuring techniques as part of the air quality monitoring system to the students.

All the participants took Mission life pledge followed by a thanksgiving speech by Shri Arup Guchait, Public Relation officer, WBPCB.

Some students also exhibited some posters and models prepared by them based on environmental topics highlighting Mission LiFE themes.

The participants submitted the evaluation sheet and feedback form duly filled up by them and participation certificates were distributed amongst them on behalf of the State Board at the end of the event. However, there was huge viewership of the event on social media platform.



Welcome address by Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager & Nodal Officer-EEP, WBPCB & Ex Officio Special Secretary, Govt. of West Bengal



Interaction by the students with the speakers



Mission LiFE Pledge-taking



The gathering of teachers, students and Board officials at the event

Observation of International Mangrove Day and International Tiger Day-2025

The West Bengal Pollution Control Board celebrated the International Tiger Day along with International Mangrove Day as part of the Environmental Education Program (EEP) on **29 July, 2025** from 11 am at our Paribesh Bhavan auditorium. It was a half day program based on Mission LiFE and the target audience was the senior Eco Club students and teachers of different schools and colleges enlisted under the EEP. The program was also live streamed through our social media platforms.

The programme was graced by Roshni Sen, IAS, Additional Chief Secretary, Dept. of Environment, Govt. of West Bengal as Chief Guest, Shri Debal Roy, IFS, Principal Secretary, Dept. of Forest, Govt. of West Bengal as Guest of Honor, Dr. Himadri Sekhar Debnath, Chairman, West Bengal Biodiversity Board as Special Guest, Hon'ble Chairman, WBPCB and Shri Debasish Sarkar, Chief Engineer- Planning, WBPCB. Other State Board officials, about 122 students and teachers of the following schools and colleges attended the programme:

Schools

1. Beltala Girls' High School, Kolkata
2. Gokhale Memorial Girls' School, Kolkata
3. Bagbazar Multipurpose Girls' School, Kolkata
4. Ramkrishna Mission Boys Home, Rahara, North 24 Parganas
5. Narendrapur Ramkrishna Mission, Narendrapur, Kolkata
6. Rishi Aurobindo Memorial Academy, Dum Dum, North 24 Paraganas

Colleges

1. Vivekananda College for Women, Kolkata-700008
2. Sarsuna College, Kolkata
3. East Calcutta Girls College, Kolkata
4. Derozio Memorial College, Kolkata
5. Presidency University, Kolkata
6. Basanti Devi College, Kolkata
7. Deshbandhu College for Girls, Kolkata

Each student was given campaign kits comprising T-shirt, cap, stationaries along with evaluation sheet and feedback forms after getting enrolled for the event.

The programme began traditionally with watering of a plant by the dignitaries. Roshni Sen, IAS delivered an introductory speech explaining the aim of the programme. She also talked about multifaceted importances of mangrove ecosystem, biological diversity of various wild animals like, tiger, deer, crocodile, birds etc. and tiger

conservation. She reminded us about the carbon absorption capacity (carbon sequestration) of Sunderban mangrove forest to improve ambient air quality and its protective role against the severe cyclonic impact in our State.

Dr. Himadri Sekhar Debnath described the background of observing the significant days of International Mangrove Day and International Tiger Day of 2025 and highlighted on the theme of both the days – *‘Protecting Wetlands for our future’* and *‘Securing the future of Tigers with Indigenous Peoples and Local Communities at the heart’* respectively. He gave a detail scientific account of mangrove growth and development of human habitat in Sunderban area, which is acknowledged as World Heritage site and Ramsar site. He also explained about the gradual evolution and adaptation of mangrove forests and tigers as well while mentioning about agricultural activities, fish conservation, honey collection, wetland conservation etc.

Shri Debal Roy, IFS showed two consecutive power point presentations on ‘Mangroves of Sunderbans’ and ‘Wildlife in an Anthropocentric World’ to enrich as well as create awareness about the importance of mangrove and tiger conservation amongst the students. He explained about various threats of Sunderban mangrove ecosystem, Like, land erosion, increase of salinity, sea-level rise due to global warming leading towards reduction of island size, reduction of fresh water flow etc. and also focused on wildlife conservation efforts. He mentioned about some fruitful efforts of the State Forest department like making fresh water pond with channels to bring down the salinity level and necessary steps to increase tiger population in the forest areas across the State.

Hon’ble Chairman of the State Board delivered keynote address on the occasion of International mangrove Day and Tiger Day and showcased yet another power point presentation on ‘Mangrove & Royal Bengal Tiger in the Sunderban- Exploring impacts of climate change’. He elaborated climate change impact on Sunderban mangrove ecosystem and wildlife population exist there. He specifically described the gradual environmental degradation of Sunderban due to climate change as a result of various natural and anthropogenic factors over the time. He urged all the participating students and teachers to be aware about the uniqueness of Sunderban mangrove forest and its wildlife inhabitants and concern for its protection.

The participating students and teachers enjoyed the enriching session thoroughly and clarified their queries with the speakers during the interaction session of the event.

All the participants took Mission life pledge followed by a thanksgiving speech by Shri Debasish Sarkar, Chief Engineer, WBPCB.

Some students also exhibited some posters prepared by them based on environmental topics highlighting Mission LiFE themes. The participants submitted the evaluation sheet and feedback form duly filled up by them and participation certificates were distributed amongst them on behalf of the State Board at the end of the event. However, there was huge viewership of the event on social media platform.



Speech by Roshni Sen, IAS, Additional Chief Secretary,
Dept. of Environment, Govt. of West Bengal



Speech by Shri Debal Roy, IFS, Principal Secretary,
Dept. of Forest, Govt. of West Bengal



Interaction session during the programme



Mission LiFE pledge-taking



Poster display at Paribesh Bhawan by the students

Briksha Rakhi Bandhan- 2025



Being the Implementing Agency of Environment Education Programme (EEP), the West Bengal Pollution Control Board initiated Vriksha Raksha Bandhan- a unique environmental activity of tree conservation Programme on the auspicious occasion of *Rakhi Purnima i.e., 9 August, 2025*. It was a unique and eco-friendly event to mobilize the Eco-club students towards tree conservation where they tied *rakhis* to the trees at the respective school/college premises and surrounding areas. By pledging to safeguard the trees, the Eco-club students and teachers of different schools and colleges, enlisted under the EEP across the State, proactively participated in the programme and promoted harmony with nature and emphasize the importance of a green and sustainable future.



Briksha Raksha Bandhan by Lalat Gangadhar Patshala-Dantan

ডালোবাসার রাখিবন্ধন



মেহগনি গাছকে রাখী পরিয়ে রাখিবন্ধন উৎসব পালন করল মালদহ বাঁশবাড়ী কৃষ্ণমোহন বালিকা বিদ্যালয়ের ছাত্রীরা....



Briksha Raksha Bandhan by Derozio College, Kolkata

■ Plastic logging for Beach Cleaning Programme-2025



Plastic plogging activity at Digha sea-beach

● At Digha

As desired by Hon'ble State Environment Minister and Additional Chief Secretary of State Environment Roshni Sen, a Plogging event along with Mission LiFE Awareness Campaign was organised at 4 sea beaches of West Bengal from Digha to Bakkhali Coast line on 20 September, 2025. District Magistrate of

Purba Midnapur district played key role to organise the programme.

The main objective of the programme was to make the beaches plastic and garbage free and create awareness to keep it clean by involving as well as motivating the local business associations, Panchayat representatives, local people, tourists, students of local schools, press-media etc. The participants cleaned the plastic and other wastes materials from the beaches through active Plogging and encouraged everybody to maintain beach cleanliness by following Environment friendly lifestyle based on Mission LiFE.



Digha beach cleaning programme

Undersecretary, Ministry of Environment, Forest & Climate Change, Govt. of India, Shri Sourav Pahari, IAS, Secretary, Dept. of Environment, Govt. of West Bengal, Smt. Puja Debnath, District Magistrate, Purba Medinipore, Shri Nilanjan Mondal, Executive Officer Digha Sankarpur Development Authority, BDO Ramnagar 1, Shri Akhil Giri Nodal, Hon'ble MLA, Shri Samanjit Sen Gupta, WBCS Exe., Special Secretary, EEP-Nodal Officer of WBPCB Officer EEP WBPCB, local Prodhans graced the programme. The representatives of Business Association, a number of Eco-club students and teachers of local schools and local participated in the programme enthusiastically. About 688 participants joined hands in the campaign activity including Plogging, Talks, Selfie point, Signature board for pledges to spread environmental awareness. The participants collected about 237.83 kg wastes during the activity.

● At Gangasagar

A Beach Cleaning Programme was successfully organized at Gangasagar Beach with active participation from multiple stakeholders on 20 September, 2025. The event was attended by the Chairperson of the Panchayat Samiti, SDO Kakdwip, EO-GBDA, BDO, SHG Members, Panchayat representatives, Police Department, Forest Department, Irrigation Department, school children, local people, pilgrims, and NGOs, along with officials from the State Environment Department and Ministry of Environment, Forest & Climate Change, Govt. of India.

The collaborative effort ensured wide community involvement, raising awareness on coastal cleanliness and environmental conservation while reinforcing the importance of collective responsibility towards maintaining the ecological health of Gangasagar Beach.



Beach cleaning programme at Gangasagar

A number of Eco-clubs of 23 districts of West Bengal also participated in plastic plogging activity at their respective school premises and surrounding areas.



Plastic plogging activity by Bonbibitala High School (HS), Purba Bardhaman dist.

Plant 4 Mother Initiative-2025

The West Bengal Pollution Control Board being the IA of Environment Education Programme (EEP) initiated the said campaign by mobilizing the Eco-clubs of about 5851 schools and 140 colleges which are enlisted under the EEP across the State.

A number of the Eco-clubs of different districts across the State under the EEP showed so much interest, hence, actively participated in the initiative of mass plantation drive during the period of **July- August, 2025**. The initiative focussed on tree plantation at the school premises and surrounding areas, saplings distribution amongst the students as well as local people to plant it at their homes under the said initiative.



Plantation by Bonbibitala High School, Purba Bardhaman dist.



Plantation by Gayespur Natagi Bidyamandir, Nadia dist.



Plantation by Rishi Aurobindo Memorial Academy, Kolkata



Plantation by Belur High School (H.S), Howrah dist.

■ Observation of the International Day of Clean Air for Blue skies-2025

This year, a seminar on the theme '*Racing for Air*' was organized by the State Board to observe the occasion on **8 September, 2025** at the Auditorium, Paribesh Bhawan, Bidhannagar, Kolkata. This observance emphasizes on the urgent need for stronger partnerships, increased investment, shared responsibility as well as mass awareness to combat air pollution.

About 09 teachers and 67 students of the following institutions enlisted under the Environment Education Programme (EEP) were participated in the programme:

1. Presidency University
2. Barasat Govt. College
3. Sister Nibedita Govt. General Degree College for Girls
4. Jogmaya Devi College
5. Bijoy Krishna Girls' College
6. Barrackpore Rashtraguru Surendra Nath College
7. Chandan Nagar College
8. Basanti Devi College
9. Deshbandhu College for Girls

The programme was presided over by the Hon'ble Chairman, WBPCB. It was also graced by Smt. Swagata Dey, Policy Specialist, Air Quality, Center for Study of Science Technology & Policy (CSTEP), Shri Debasish sarkar Chief Engineer, WBPCB, Shri Swarup Kr. Mandol, Chef Engineer, WBPCB, Dr. Ramkrishna Saha, Chief Scientist and Dr. Debasish Chakrabarty, Senior Scientific Officer, NCAP, WBPCB.

The programme was traditionally inaugurated by watering of a plant. After warmly welcoming all the dignitaries, guests and other participants, Hon'ble Chairman, WBPCB gave a resourceful introductory speech describing every simple yet significant changes indicating severe environmental deterioration. He also talked about the major air pollutants (PM_{10} , $PM_{2.5}$) and its sources, like industrial, construction activities, transports, transboundary air pollution and explained the impact of air pollution on climate change. He urged all the students to follow Mission LiFE themes in their daily lives to combat air pollution.

Smt. Swagata Dey delivered keynote address on Air pollution, chemical composition of harmful air pollutants, like black carbon and its severe impacts on human health, biodiversity loss, climate change etc. through a power point presentation.

During the interaction session, the students clarified their queries with the experts. Dr. Debasish Chakrabarty, Senior Scientific Officer, WBPCB delivered concluding remarks and gave vote of thanks to the dignitaries and participants. The event got huge viewership on social media platform.



Speech by Dr. Kalyan Rudra, Chairman, WBPCB



Presentation by Smt. Swagata Dey of Center for Study of Science Technology & Policy (CSTEP)



Interaction session



Dignitaries along with the participating teachers and students of different colleges

Observation of World Ozone Day-2025

Forty years ago, all the nations around the world joined hands to form the Vienna Convention in 1985 for the sake of preventing the Ozone Layer and agreed to take appropriate measures to protect people and the planet from the harmful effects of UV radiation entering through a potentially damaged ozone layer. In due course of time the Montreal Protocol was adopted in 1987 with an aim to phase out various Ozone Depleting Substances (ODS)- chlorofluorocarbons (CFC) – man-made chemicals used in refrigeration, aerosol sprays and foam production gradually in order to setting the ozone layer on the road to recovery.

In view of the success of signing of the Montreal Protocol in 1987, the United Nations designated 16 September as the International Day for the Preservation of the Ozone Layer in 1994. The Montreal Protocol and Vienna Convention remain crucial for monitoring ozone and UV radiation levels, as well as ozone-depleting substances and other chemicals, such as hydrofluorocarbons (greenhouse gases), being phased out under the Kigali Amendment.

The theme for World Ozone Day 2025, is ***'From Science to Global Action.'*** The theme emphasizes the link between scientific understanding of the ozone layer and the global efforts to protect it. It highlights how scientific research informs international agreements like the Montreal Protocol, and how these agreements translate into concrete actions to preserve the ozone layer and mitigate climate change.

Like earlier, being the Implementing Agency (IA) of EEP, the West Bengal Pollution Control Board organised a programme to observe the auspicious day of World Ozone Day based on the theme on **18 September, 2025** at the Auditorium, Paribesh Bhawan, Bidhannagar, Kolkata. This observance aims to create awareness about the harmful effects of ozone layer depletion, especially its correlation with climate change. About 75 students and 15 teachers from the following 15 schools from Kolkata and surrounding districts participated in the programme:

1. Jadavpur Vidyapith, Kolkata
2. Ballygunge Govt. High School, Kolkata
3. Bethune Collegiate School, Kolkata
4. Sakhawati Memorial Govt. Girls' High School, Kolkata
5. The Scottish Church Collegiate School, Kolkata
6. Mitra Institution (Main), Kolkata
7. Loreto Day School, Sealdah, Kolkata
8. Belegata Deshbandhu Girls' High School, Kolkata
9. Laban Hrad Vidyapith for Boys (AD School) , Kolkata
10. Howrah Vivekananda Institution, Howrah dist.
11. Hooghly Collegiate School, Hooghly dist.
12. Bidhan Nagar Govt High School, Kolkata
13. Rishi Aurobindo Memorial Academy, Kolkata
14. Baruipur High School, South 24 paraganas dist.
15. Barasat Mahatma Gandhi Memorial High School, North 24 Paraganas dist.

The programme was presided over by the Hon'ble Chairman, WBPCB. Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal cordially welcomed all the dignitaries, senior Board officials, media personnel, students and teachers of different schools enlisted under the EEP. Beside describing the objective of observing World Ozone Day briefly, he stressed upon obeying Mission LiFE themes towards protecting ozone layer and environmental betterment.

Watering of sapling by the dignitaries marked the inauguration of the programmes. Hon'ble Chairman, WBPCB explained the scientific background of atmospheric layers, formation and importance of ozone layer, reason behind its depletion severely affecting the ecosystems, water cycle, ground water storage, carrying capacity of a city, water logging problem etc. and causing global warming. The lecture was followed by an audio-visual was displayed for better understanding of the scientific event.

The guest speaker of the event, Dr. Manas Pratim Das, Programme Executive, Akashvani-Kolkata delivered an interesting keynote address along with a PowerPoint presentation- 'The Ozone Story'. He focused on the whole process of Ozone formation, its benefits as well as harmful effects, ozone layer depletion process in detail.

Moreover, the State Board also organised State-level Poster-making and Slogan writing competitions on World Ozone Day-2025 for the students (Class-VIII to X) of different schools enlisted under the Environment Education Programme (EEP). The judges' panel evaluated the entries and selected the winners in the following manner:

1. Poster-making competition-

Theme- *Protection of the Ozone layer and preventing climate change by eliminating Ozone depleting substances*

Winners:

1st- Hooghly Collegiate School, Hooghly dist.

2nd- Barasat Mahatma Gandhi Memorial High School, North 24 Paraganas

3rd- The Scottish Church Collegiate School, Kolkata

Consolation:

- Howrah Vivekananda Institution, Howrah dist.
- Bidhan Nagar Govt High School, Kolkata

2. Slogan writing competition-

Theme- *Protection of Ozone layer or Climate friendly lifestyle practices to combat Global warming*

Winners:

1st- Loreto Day School-Sealdah, Kolkata

2nd- Ballygunge Govt. High School, Kolkata

3rd- Bethune Collegiate School, Kolkata

Consolation:

- Sakhawat Memorial Govt. Girls' High School, Kolkata
- Laban Hrad Vidyapith for Boys (AD School), Kolkata

Apart from this, the State Board has also conducted similar competition for the non-participating students of the EEP enlisted schools across the State requesting to submit Poster and slogan entries. All the winners were awarded and certificates were distributed among all the participating students during the Prize distribution ceremony.

Dr. Ramkrishna Saha, Chief Scientist, WBPCB gave vote of thanks at the end of the programme. The programme ended successfully with lots of enthusiasm amongst the participants. The whole event was live streamed in the WBPCB social media platform.



Welcome address by Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP



Key note address by Dr. Manas Pratim Das, Programme Executive, Akashvani-Kolkata



Poster-display by the participating students during the event



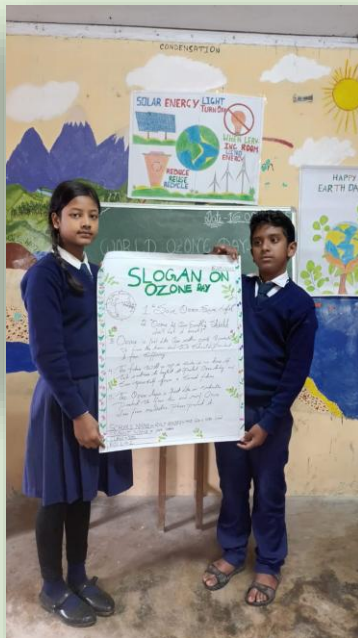
Prize distribution ceremony

Eco-club activity to celebrate World Ozone Day-2025:

A number of schools enlisted under the EEP organised different programmes to observe World Ozone Day on 16 September, 2025 at their respective school premises to create environmental awareness. The Eco-club students along with the teachers of those schools participated in various activities like seminar, poster-making, slogan writing etc.



Seminar at Jaipur High School, Purulia dist.



Poster & slogan display at Raj Rajeswari Girls High school, Kurseong dist.



Environmental campaign during Festive season- 2025

The WBPCB conducts campaign to prevent noise pollution due to loudspeakers, banned firecrackers and other environmental problems during the festivals, like, Durga Puja, Kali Puja, Diwali, Chhat Puja, Jagaddhatri Puja etc. every year involving the students.

EEP-awareness meeting with Eco-clubs regarding combating environmental pollution during the upcoming Kali puja/ Diwali- 2025

Like earlier, the West Bengal Pollution Control Board organized an environmental awareness meeting in hybrid mode to sensitize the students and teachers of different schools and colleges across the State about combating air and noise pollution by restricting the bursting of noisy firecrackers during the ensuing festive season of Kali Puja/Diwali, Chhat Puja, Jagaddhatri Puja etc.

2 teachers and 23 students of AIWC Buniyadi Girls' School and Beliaghata shanti Sangha Vidyayatan for Girls enlisted under the Environment Education Programme (EEP) attended the programme physically and a number of students and teachers joined the same through online mode. Dr. Kalyan Rudra, Chairman, WBPCB presided over the meeting. Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal, Shri Swarup Kr. Mandol, Chief Engineer and Dr. Ramkrishna Saha, Chief Scientist, WBPCB graced the programme.

Hon'ble, Chairman, WBPCB briefed about all the crucial aspects including the adverse impacts of air and noise pollution on environment, human health, biodiversity loss, animal health etc. due to bursting of noisy firecracker and explained about advantages of green firecracker also. He earnestly requested the students to be aware of the facts and stay away from bursting firecrackers for environmental betterment.

Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal talked about the obeying Mission LiFE themes to keep the festive season more eco-friendly.

During the interaction session, some students expressed their concern over environmental pollution and promised to be more aware for its improvement in future.

Shri Arup Guchait, Public Relation Officer, WBPCB gave vote of thanks at the end of the meeting.



The participating students and teachers in the awareness programme



Shri Samanjit Sengupta addressing the students in the programme



Participants in online mode of the programme

Environmental Awareness Programme at the 49th Kolkata International Book Fair Ground



Outer side of the stall



The Kolkata International Book Fair is not just a literary event; but its massive scale of visitors brings an equally massive environmental footprint. Today, at the *Boimela Prangan* of Salt Lake Central Park, the stakes remain high with millions of footfalls causing massive environmental footprint—ranging from dust and noise pollution to the staggering volume of waste generated by the food stalls and promotional materials. The event got huge viewers on Social media platform.

The Department of Environment, Government of West Bengal set up a stall, made up of biodegradable and sustainable materials like, cane, bamboo, and recycled paper at the 49th Kolkata International Book Fair, 2026 from 22 January to 03 February, 2026 at Central Park Mela Ground, Salt Lake City, Bidhannagar, Kolkata. The pavilion was decorated with campaign boards displaying various activities and initiatives showcased activities of the Department's four key parastatal organizations:

- West Bengal Pollution Control Board (WBPCB)
- West Bengal Biodiversity Board (WBBDB)
- Institute of Environmental Studies & Wetland Management (IESWM)
- East Kolkata Wetlands Management Authority (EKWMA)

By participating in this prestigious forum, the Department aims to connect with the vast audience to share its vital environmental messages, research publications, and community-driven initiatives. The Department has produced a dedicated audio-visual feature on the **"History of the Book."** This educational film is specially curated for students to foster an appreciation for literature and structured learning. A curated selection of the latest environmental reports and essential books were available for public viewing.

The stall was inaugurated on the opening day of 49th Kolkata International Book Fair with the gracious presence of Hon'ble Minister of State (Independent Charge), Dept. of Environment, Govt. of West Bengal, Roshni Sen, IAS, Additional Chief Secretary, Dept. of Environment, Govt. of West Bengal, Hon'ble Chairman, WBPCB, Shri Sasim Kr. Barai, IAS, Senior Special Secretary to the Govt. of West Bengal, Department of Environment, Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal and other senior officials from the Department, WB Pollution Control Board and Bio-diversity Board.

The dignitaries released the special edition of the WBPCB Newsletter- **GREEN ECO-STORIES: *Redefined***, January, 2026 during the programme.

WB Pollution Control Board organized Environmental awareness programme involving 23 students and 02 teacher of different EEP enlisted schools on each day of the 13 days-long fair to campaign against the use of banned plastic carry bags (thickness < 120 micron), items made of single use plastic (SUP), thermocol etc. and its harmful effects among the book sellers as well as the book-lovers in order to make the Book Fair ground clean. The students cleaned the plastic wastes at the fair ground to create awareness among the visitors and also motivated them about adopting various alternative actions under the Mission LiFE theme- '*Single use Plastic Reduced*' during the campaign programme. They also distributed eco-friendly cloth bags as an alternative of plastic carry bags and leaflets to the visitors.

The following EEP enlisted schools participated in the campaign programmes on each day of the fair:

Sl. No	Date	Name of the School
1	22.01.2026	Salkia Sree Mishra Vidyalaya (co-ed) high school
2	23.01.2026	Guma Rabindra Vidyapith
3	24.01.2026	Behala Balika Vidyapith (High)
4	25.01.2026	Chinsurah Bharati Vidyabhaban Girls' High School (H.S)
5	26.01.2026	Michaelnagar Shikshaniketan (H.S.)
6	27.01.2026	Durganagar High School
7	28.01.2026	Belegkata Desbandhu Girls' High School (H.S.)

Sl. No	Date	Name of the School
8	29.01.2026	Belur High School
9	30.01.2026	Bandipur Ideal Academy
10	31.01.2026	Burul Girls' High School
11	01.02.2026	Ramnagar Adarsha High School
12	02.02.2026	Bagbazar Multipurpose Girls' School (Govt. Spond.)
13	03.02.2026	Kali Kamala Vidyapith for Girls



Anti-plastic campaign at Kolkata International Book Fair-2026



WBPCB publication distribution at Kolkata International Book Fair-2026



Mission LiFE pledge-taking at Kolkata International Book Fair-2026

Observation of World Wetland Day-2026 cum Plastic plogging and Environmental Awareness activity at Subhash Sarobar

The West Bengal Pollution Control Board in association with WWF- West Bengal State Office (WBSO) introduced a unique and very impactful pilot initiative of Subhas Sarovar – Clean-up Drive as part of **‘Urban Lake Conservation through Cleanliness, Awareness and Community Participation programme**. This initiative was organized on **6 February, 2026** in accordance with the Environment Education Programme (EEP) of the Ministry of Environment, Forest & Climate Change, Govt. of India.

Hon’ble Chairman, WBPCB, Shri Samanjit Sengupta, WBCS Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal, Dr. Sangita Mitra, Director, WWF-India – West Bengal State Office, official of Kolkata Metropolitan Development Authority, some officials of the State Board and WWF- West Bengal State Office (WBSO) graced the programme.

24 students and 6 teachers from the following schools participated in the programme:

1. Heritage School
2. Taki Boys’ School
3. Ashoke Hall Girls’ Higher Secondary School

Shri Arup Guchait, Public Relation Officer, WBPCB cordially welcomed all the dignitaries, officials, participating school students and teachers. He also explained the objective of the programme.

Dr. Sangita Mitra, Director, WWF-India – West Bengal State Office delivered a Thematic Address explaining the significance of the initiative before formal inauguration of the programme.

Hon'ble Chairman, WBPCB delivered his Inaugural Thematic Address. He described different aspects of environment including importance of wetlands, biodiversity, its conservation and various man-made threats due to waste dumping. He encouraged the students to be concern as well as proactive for wetland and biodiversity conservation.

Shri Samanjit Sengupta, WBCS Exe. also addressed during the programme and described the role of the students for successful implementation of various environmental activities under EEP.

After that, Clean-up drive was announced and necessary guidelines were briefed to the participating students on behalf of the WWF-India – West Bengal State Office. The West Bengal Pollution Control Board provided all types of campaign materials and other items required for the clean-up activity. The students joined hands whole heartedly to clean up the plastic wastes around Subhash sarobar. Discussion was held amongst the officials of the State Board, WWF and KMDA regarding necessary planning for identification of Strategic Locations for installation of awareness and regulatory signages during the clean-up drive cum environmental awareness programme.

The participants also took pledge as 'Sarobar Mitras' in order to motivate people in the community to be aware about the importance of wetlands and its conservation. The programme ended successfully with concluding remarks by the WWF-India – West Bengal State Office.



Speech by Shri Samanjit Sengupta, WBCS Exe.),
Senior Personnel Manager, WBPCB, Nodal Officer-



Speech by Dr. Sangita Mitra, Director, WWF-India –
West Bengal State Office



Interaction by the participants



'Sarobar Mitra' pledge-taking by the participants



Subhash sarobar clean-up drive by the students



Environmental awareness campaign by the participants at Subhash Sarobar

Environmental campaign through participation in various Mela/Fairs across the State

The State Board participated in various fairs by installing stalls and campaigned about environmental awareness among the visitors in the fairs.

Environmental programmes, workshops & competitions under EEP during 2025-26

Orientation Programme for the Eco Internship under EEP & Mission LiFE at Debra Thana Sahid Khudiram Smriti Mahavidyalaya

Debra Thana Sahid Khudiram Smriti Mahavidyalaya in association with the West Bengal Pollution Control Board organized an Eco-internship programme under the Environment Education Programme (EEP) and Mission LiFE the first time of its kind in the Nation where Environmental Awareness and Green Skill building through practice is being done as UG/ PG internship through Environment Departments of a Government. at the college premises on **2 September, 2025**. The event was highlighted by seven different themes of Mission LiFE Programme, focusing on Energy saving, Water saving, Single-use Plastic Reduction, Sustainable Food systems Adoption, Waste Reduction, Healthy Lifestyles Adoption and E-waste Reduction.

The State Board acted as "Internship Providing Organisation" under the National Education Program in order to guide the College Students of the College who are Eco Club members also for doing their Under Graduate internship of 2-4 credits on understanding Mission LiFE in practice and implementation at Community level.

Shri Sishir Mandol, In-charge of Haldia Regional office, WBPCB welcomed all the dignitaries, students and teachers of Debra Thana Sahid Khudiram Smriti Mahavidyalaya and Dr. Rajendra Lal Khan Women's College explained the main objective of the programme as well as the role of the State Board towards successful mentorship.

Dr. Rupa Dasgupta, Principal of Debra Thana Sahid Khudiram Smriti Mahavidyalaya and Dr. Partha Pratim Chakraborty of Dr. Rajendra Lal Khan Women's College delivered encouraging speeches for the participating students.

Hon'ble Chairman, WBPCB delivered the keynote address explaining the present environmental scenario throughout the world and significant role of the students to combat environmental pollution especially to mitigate the carbon footprint. He assured to spread such events involving other Colleges too in future.

Shri Samanjit Sengupta, WBCS Exe., Senior personnel Manager, WBPCB delivered his speech emphasizing upon incorporating Mission LiFE themes into students' internship job, plantation drive and its importances for betterment of the mother nature.

Shri Arup Guchait, Public Relation officer, WBPCB talked about use of inter-personal communication during observance of traditional practices of an area, collection of data, helping change of lifestyle etc. so that the process of internship could become easy. His speech was followed by an interesting interacting session between the students and speakers.

Some students performed a drama on environmental awareness. All the participants and other guests took Mission LiFE pledge and certificates were distributed amongst the participants after successful completion of the programme. The programme was also live streamed through social media platform.



Welcome address by Shri Sisir Mandol,
AEE & In-charge, Haldia RO, WBPCB

Speech by Dr. Rupa Dasgupta, Principal,
Debra Thana Sahid Khudiram Smriti
Mahavidyalaya



Address by Shri Samanjit Sengupta, WBCS Exe.,
Senior Personnel Manager, WBPCB



Participants and interaction session of the event

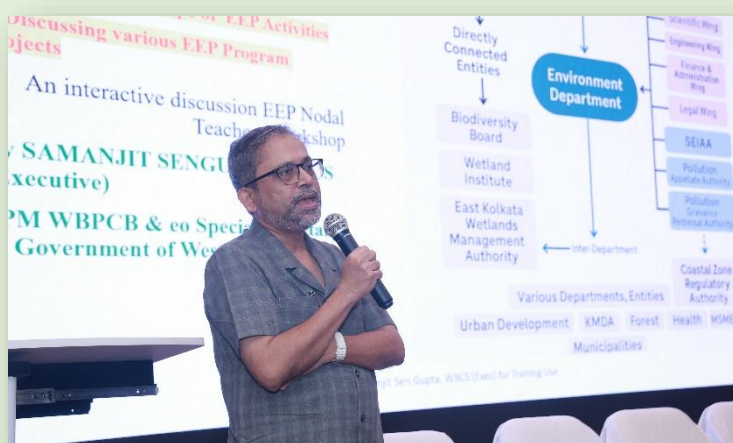


Mission LIFE pledge-taking & poster-display by the participants



Drama performance by the students

EEP Capacity Building workshop for the Nodal teachers of Eco-clubs



Speech by EEP-Nodal Officer- Shri Samanjit Sengupta



Speech by Director, WWF-India – West Bengal State Office Dr. Sangita Mitra

The West Bengal Pollution Control Board organized a Capacity Building Workshop on Mission LIFE for the nodal teachers of Eco-clubs as part of the Environment Education Programme (EEP) in hybrid mode on **2 December, 2025** at the Auditorium, Paribesh Bhawan, Bidhannagar, Kolkata.

The main objective of the workshop was to equip the teachers with the skills and knowledge to lead their students in various activities like biodiversity conservation, waste management, climate change, and pollution control towards environmental betterment. The workshop also aims to enhance teachers' ability to sensitize students, motivate them towards sustainable lifestyles and involve in effective hands-on environmental activities.

Hon'ble Chairman, WBPCB presided over the programme. Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager, WBPCB, e.o. Special Secretary to Government of West Bengal and Nodal Officer- EEP, Swami Shivabhabananda Maharaj, Swami Shivabhabananda Maharaj, Secretary, Ramakrishna Mission Lokasiksha Parishad, Narendrapur, Dr. Sangita Mitra, Director, WWF-India – West Bengal State Office, Dr. Ramkrishna Saha, Chief Scientist, WBPCB, Shri Debasish Sarkar, Chief Engineer, Shri Swarup Kr. Mandol, Chief Engineer and other Board officials graced the programme. Shri Arup Guchait, Public Relation Officer, WBPCB cordially welcomed all the dignitaries and more than 300 Eco-club nodal teachers of different schools, colleges and universities registered under Environment Education Programme (EEP) across the State both on offline and online mode. The programme was inaugurated by watering of a plant by the dignitaries.

Hon'ble Chairman, WBPCB described the severity of the intricate environmental problems we are facing nowadays through his presentation on 'Transgressing the safe Operating limit for the humanity'. Beside pointing towards present environmental scenario, he also focussed upon the probable reasons behind recent natural disasters throughout India, severe exploitation of natural resources, biodiversity loss etc. In this context, he earnestly requested all the participating teachers through both offline and online mode to motivate the Eco-club students to be more proactive towards environmental protection.

Dr. Sangita Mitra highlighted on various Mission LiFE theme-based action-oriented initiatives of WWF involving the students of different schools and colleges to encounter some specific environmental problems, like extreme heatwave, polluted air, water scarcity, biodiversity loss etc. faced by them. She talked about some significant initiatives, like Mission Prakriti, Green school etc. for the students, teachers, non-teaching staffs, their families in order to reach at the community level.

Swami Shivabhabananda Maharaj, Secretary, Ramakrishna Mission Lokasiksha Parishad, Narendrapur encouraged everybody to be more conscious about environmental betterment and ensured every possible cooperation on behalf of Ramakrishna Mission Lokasiksha Parishad, Narendrapur to fulfil the target.

An audio-visual on Air Pollution control initiatives by the State Board was showcased during the programme.

Shri Arup Guchait gave a power-point presentation on 'Mission LiFE: A Global push for sustainable living' to elaborate seven Mission LiFE themes and its proper implementation in our daily lives for environmental betterment.

Being the Nodal Officer of Environment Education Programme (EEP), Shri Samanjit Sengupta explained the nodal teachers how to conduct the following activities of the EEP-2025-26 in detail:

1. Workshop on Sustainable Lifestyle theme of Mission LiFE
2. Exhibition on Eco-art, innovative fair, photography, Rain water harvesting, green innovative hackathon etc.
3. Competition (Poster-making, quiz, debate etc.)
4. Awareness campaign on ecofriendly activities, activities as per all Mission LiFE themes
5. Projects on all Mission LiFE themes.
6. Activities for wetland conservation

He also clarified the crucial issues related to proper utilization of EEP fund by the Eco-clubs.

Some teachers shared some relevant information regarding their activities and also clarified queries during the interaction session.

All the dignitaries and participants took Mission LiFE pledge followed by vote of thanks by Dr. Ramkrishna Saha, Chief Scientist, WBPCB. The programme was live streamed through the Social Media platform of the State Board and got huge viewership. The programme ended successfully.



Speech by Swami Shivabhabananda Maharaj,
Secretary, Narendrapur Ramakrishna Mission
Lokasiksha Parishad



Speech by Dr. R.K. Saha, Chief Scientist, WBPCB



Interaction session of the training programme



Mission LiFE pledge-taking during the training
programme

Workshop cum environmental awareness programme at Jhargram Raj College

The West Bengal Pollution Control Board in association with Jhargram Raj College organized Workshops cum Environmental Awareness Programme from **9 to 11 February, 2026** under the Environment Education Programme (EEP).

On Day-1 (9 February, 2026)- One-day workshop on Mushroom cultivation, Nursery development, LED repairing and making was organized based on Mission LiFE theme- 'Healthy Lifestyle Adopted' and 'Energy Saved' respectively. Faculty members and other resource persons delivered speeches during the workshop.

On Day-2 (10 February, 2026)- Another One- day workshop on Eco art, Eco friendly products, Herbal color, Bamboo crafting was organized. Dr. Kalyan Rudra, Chairman, WBPCB and Shri Samanjit Sengupta, WBCS Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal graced the programme.

On day-3 (11 February, 2026)- The students participated in a rally to create environmental awareness among local people. They visited a local water body and campaigned about wetland and biodiversity conservation.



Speech by Dr. Kalyan Rudra, Chairman, WBPCB and Shri Samanjit Sengupta, WBCS Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal



Bamboo-crafting





Eco-friendly products



Herbal color-making

One-day Workshop on ‘Ecosystems and habitats: Awareness and Advocacy for Sustainability and Resilience’

As per the curriculum of Environment Education Programme (EEP), the West Bengal Pollution Control Board in association with Sadhu Ramchand Murmu University, Jhargram district organized a one-day workshop on ‘Ecosystems and habitats: Awareness and Advocacy for Sustainability and Resilience’ on **11 February, 2026** at the auditorium of the university. The workshop focussed on the Mission LiFE themes in order to create awareness as well as encourage the students to follow it in their daily lives for environmental betterment.

Hon’ble Chairman, WBPCB graced the event as Chief guest and inaugurated it by sapling plantation at the campus of the university. He delivered his speech describing about ecosystem, environmental threats and protection measures emphasizing upon awareness among people.

Prof. Dilip Kumar Ray, former Head of the Department of History, Moyna College, Prof. Sankar Kumar Acharya, Former Head of the Department of Agricultural Extension and Shri Samanjit Sengupta, WBCS Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal were present and delivered resourceful and encouraging speeches during the event.



Sapling plantation and garlanding Sadhu Ramchand Murmu by the dignitaries





Dignitaries in the workshop

Eco-art, Quiz & Environmental Photography Exhibition on Mission LiFE in Paschim Medinipore

The West Bengal Pollution Control Board in association with Debra Thana Shahid Khudiram Smriti Mahavidyalaya, Paschim Medinipur district organized an interesting event of ***'Eco-art, Quiz competition and Environmental Photography Exhibition on Mission LiFE'*** under Environment Education Programme (EEP) on **11 February, 2026** at the auditorium of the college.

Hon'ble Chairman, WBPCB, Dr. Rupa Dasgupta, Principal of Debra Thana Shahid Khudiram Smriti Mahavidyalaya and other dignitaries graced the event. The dignitaries delivered encouraging speeches during the event to sensitize the participating students to be aware about Mission LiFE themes and proactive towards environmental protection by modifying their lifestyle accordingly.

The students of different colleges enlisted under EEP, showcased their excellent creative ability through displaying various eco-friendly items and photography carrying environmental significance. Some students also participated in Environmental Quiz competition. The dignitaries awarded the winners of all the competitions to motivate them.



Dignitaries in the event



Award ceremony

Environmental Quiz Competition on Mission LiFE

The West Bengal pollution control Board organized an Environmental Quiz Competition based on Mission LiFE themes as part of the Environment Education Programme (EEP) curriculum on **9 March, 2026** at the Auditorium of Paribesh Bhawan, Bidhannagar, Kolkata involving the Eco-club students. The full event was live streamed through the Social media platform of the State Board.

The programme was presided over by Dr. Kalyan Rudra, Chairman, WBPCB. He along with other senior State Board officials and Shri Rajib Sanyal, eminent Quiz Master inaugurated the programme by watering a sapling.

Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal cordially welcomed all the dignitaries, students and teachers of various schools enlisted under the EEP of Kolkata and surrounding districts who participated in environmental awareness programmes organized during the 49th Kolkata International Book Fair at Salt lake Central Park Mela ground from 22 January, 2026 to 3 February, 2026.

19 teams comprising two students of each of the following 19 EEP enlisted schools (38 students along with 17 teachers) participated in the competition:

1. Salkia Sree Mishra Vidyalaya (co-ed) High School, Howrah dist.
2. Guma Rabindra Vidyapith, North 24 Paraganas dist.
3. Behala Balika Vidyapith (High), Kolkata
4. Chinsurah Bharati Vidyabhaban Girls High School (H.S), Hooghly dist.
5. Michaelnagar Shikshaniketan (H.S.), Kolkata
6. Durganagar High School, North 24 Parganas dist.
7. Belegkata Desbandhu Girls High School (H.S), Kolkata
8. Belur High School, Howrah dist.
9. Bandipur Ideal Academy for Girls, North 24 Paraganas dist.
10. Burul Girls High School, South 24 Parganas dist.
11. Ramnagar Adarsha High School, South 24 Parganas dist.
12. Bagbazar Multipurpose Girls' School (Govt. Spond.), Kolkata
13. Kali Kamala Vidyapith for Girls, Kolkata
14. Loreto Day School (Sealdah), Kolkata
15. Shri Sikshayatan School, Kolkata
16. Labanhrad Vidyapith (AD School), Kolkata
17. St. Johns Diocesan Girls HS School, Kolkata
18. Jodhpur Park Boys High School, Kolkata
19. Salt Lake School (CA School), Kolkata

Dr. Kalyan Rudra, Chairman, WBPCB appreciated the positive efforts of the students towards creating environmental awareness about plastic, air and noise pollution among the people including visitors, sellers etc. during the campaign at Book fair-2026. He also encouraged them for participating in the quiz competition.

Shri Rajib Sanyal efficiently conducted an interesting Environmental Quiz Competition as the Quiz Master. 8 teams were selected for the final round on the basis of primary round questions of the competition. After a head-to-head competition among the 8 teams, the following 4 teams were selected as the winners by the Quiz master:

- 1st - Shri Sikshayatan School, Kolkata
- 2nd – Michaelnagar Shikshaniketan (H.S.), Kolkata
- 3rd – Belur High School, Howrah dist.
- 4th – Loreto Day School (Sealdah), Kolkata

All the winners and other participants were awarded during prize distribution ceremony. It was followed by Mission-LiFE pledge-taking by all the dignitaries, students and teachers. The programme ended successfully with great enthusiasm.



Glimpses of Quiz Competition with Quiz Master Shri Rajib Sanyal



Participants taking Mission Life pledge

Workshop on I.E.C. (Information, Education & Communication) Management for Environment and Mission LiFE

The West Bengal Pollution Control Board organised a 2-day Workshop for Eco-club College students and teachers on IEC (Information, Education & Communication) Management for Effective Environmental Communication and Behaviour Change for Environmental Awareness and Mission LiFE themes on **12-13th March, 2026** at HIDCO's Smart Connect Banquet near Eco Park, New Town.

DAY-1

Shri Arup Guchait, Public Relations Officer, WBPCB briefed the programme outline to the participants.

Shri Samanjit Sengupta, WBCS (Exe.), Senior Personnel Manager, WBPCB, Nodal Officer- EEP and e.o. Special Secretary to Government of West Bengal welcomed all the trainers, trainees including students, teachers of various colleges across the State, other officials etc. He also explained the objective focusing on Mission LiFE.

Hon'ble Chairman, WBPCB delivered a keynote address during the programme.

Dr. Sangita Mitra, State Director, WWF-India graced the programme as Special Guest and delivered her valedictory speech.

Participation kits including a backpack, stationeries, a book on environmentally important days, leaflets on Noise and plastic pollution etc. were distributed among the participants.

Session-1: Pre-Assessment & Introduction. It was coordinated by the trainer of Innovation (Resource organization). She talked on the following topics:

- Current knowledge, aptitude and expectation of participants.
- Sharing past campaign experiences by participants.
- Setting the workshop tone.

Session – 2 : Fundamentals of IEC, BCC & SBCC & Mission LiFE. It covered the following topics:

- Communication & Human Behaviour.
- Principles of IEC, BCC and SBCC.
- Introduction to communication models and applications of ICEBERG, APEASE.
- Key messages of Mission LiFE.
- Message Prioritisation

Session – 3: Power Point Presentation by Shri Rohit Sarkar, WEBEL Technologies Ltd on **Use of A.I. tool in IEC – Best Practices**

Session - 4 : Understanding audiences and messages. It covered the following topics:

- Target Audience wise Message Planning for SBCC vs. Call to Action.
- Identifying Barriers, Motivation & Nudges for Change.

Session – 5 : Understanding audiences and messages. It covered the following topics:

- Identifying Target Audience wise communication channels.
- Role of Change Agents & Facilitators.

Doubt Clearing Session was coordinated by Shri Samanjit Sengupta.

DAY-2

Session – 1: Soft Skills Session - Communication Foundations & Advocacy & Public Speaking

Power Point Presentation on IPC and mass Communication techniques (Verbal/non-verbal communication, presentation basics, public speaking techniques, persuasion skills Handling questions, building confidence) was coordinated by another resource organization- EPMCind.

Session – 2 : Campaign Planning and Message framing. It covered the following topics:

- Problem identification & situation analysis
- Target audience segmentation
- SMART objectives
- Timeline & resource planning

Session – 3: Presentation on Best Practices in Social Media by Shri Tathagata Bhattacharya, Genesis.

Session – 4: IEC tools and Multi Media for Environmental Campaigns. It covered the following topics:

- Posters, pamphlets, social media, street plays
- Message framing for environmental campaigns
- Storytelling for sustainability
- Hands-on design activity

Session – 5: Soft Skills Session. It covered the following topics:

- Communication Foundations, Advocacy & Public Speaking – verbal/non-verbal communication,
- Presentation of basic Public speaking techniques,
- persuasion skills, handling questions and building confidence.

Doubt Clearing Session was coordinated by Shri Samanjit Sengupta.

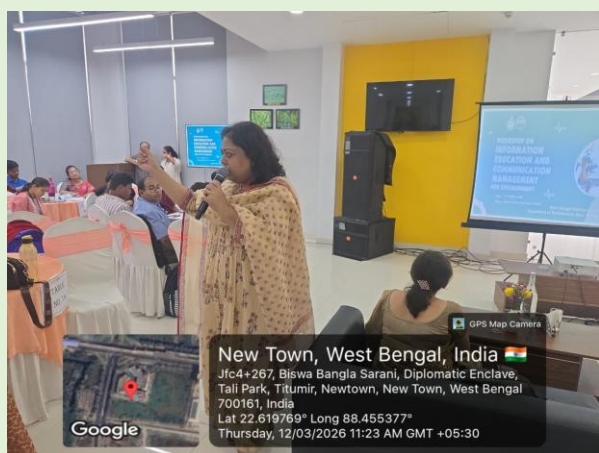
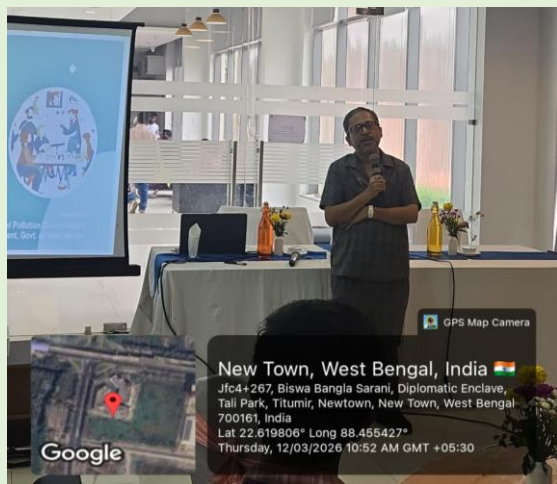
The State Board also made arrangements for token prizes for the successful participants on account of giving relevant answers to the questions asked by the trainers during each session.

Finally, all the participants were divided into groups comprising with participants of different colleges. They were assigned to prepare IEC materials on different environmental topics. The best group of seven participants were awarded. Moreover, certificates were given to all the participants of the programme.

The programme ended successfully with Vote of Thanks by Shri Arup Guchait, Public Relations Officer, WBPCB.

Two students along with two teachers from each of the following colleges across the State participated in the 2-day training programme:

Sl. No	Name of the colleges	District
1.	Ashutosh College	Kolkata
2.	Vidyasagar College	Kolkata
3.	Surendranath College,	Kolkata
4.	Scottish Church College	Kolkata
5.	Derozio Memorial College	Kolkata
6.	Vivekananda College, Thakurpukur	Kolkata
7.	Bijoy Krishna Girls' College	Howrah
8.	Vivekananda College For Women	Kolkata
9.	Ramkrishna Mission Vivekananda Centenary College	North 24 Paraganas
10.	Sarsuna College	Kolkata
11.	A.B.N. Seal College	Coochbehar
12.	Debra Thana Sahid Kshudiram Smriti Mahavidyalaya	Paschim Medinipur
13.	Jhargram Raj College	Jhargram
14.	Bethune College	Kolkata
15.	Malda College	Malda
16.	Narajole Raj College, Ghatal	Paschim Medinipur
17.	Ananda Chandra College	Jalpaiguri
18.	Basanti Devi College	Kolkata
19.	Islampur College	Uttar Dinajpur
20.	East Calcutta Girls College	Kolkata
21.	Rani Rasmoni Green University	Hooghly
22.	Sadhu Ram Chand Murmu University	Jhargram
23.	Mrinalini Datta Mahavidyapith, North Dumdum	Kolkata
24.	Acharya Prafulla Chandra College	Kolkata
25.	New Barrackpore Prafulla Chandra Mahavidyalaya	North 24 Paraganas



Speeches during IEC Training programme & environmental campaign

Some significant Eco-club activities

Health Awareness Campaign in School by Sadhu Ramchand Murmu University of Jhargram

A Health Awareness Campaign was organized by the Eco Club for Mission LiFE of Sadhu Ramchand Murmu University of Jhargram at Salboni Nimna Buniyadi Vidyalaya to promote Mission LiFe theme- '*Sustainable Food Systems Adopted*'. The programme aimed to promote health awareness among primary school children and assess their basic nutritional status.

Students and teachers from the Department of Nutrition and Public Health actively participated in the programme along with volunteers from other departments. The activity focused on measuring children's basic anthropometric parameters such as height, weight, age, and arm circumference to assess their Body Mass Index (BMI) and general nutritional condition.

The programme also included a health awareness lecture delivered by Alo Dey, who explained the importance of healthy living habits, balanced diet, and maintaining personal hygiene. Fruits were distributed among students to encourage healthy eating habits.

Students were educated about:

- Personal hygiene
- Healthy food habits
- Importance of fruits and vegetables
- Clean drinking water
- Regular physical activity

Placards were used to communicate simple health messages such as:

- “Eat Healthy, Stay Healthy”
- “Clean Hands, Healthy Life”
- “Fruits and Vegetables Make You Strong”

Fresh fruits were distributed among the students to promote healthy eating habits.



Health awareness camp by Sadhu Ramchand Murmu University of Jhargram at Salboni Nimna Buniyadi Vidyalaya



The students of Belda English Medium School, Paschim Medinipur dist. Participated in an environmental awareness programme



The students and teachers of Balurghat Jaichandlal Pragati Vidyachakra, Dakshin Dinajpur dist. Participated in various environmental activities including rally, eco-tourism, Nature study etc.

■ Anti-plastic campaign



The students of Peary Charan Girls' High School, Kolkata participated in an Anti-plastic campaign programme in some local market places in May, 2026. They talked with the buyers and sellers in the market to make them aware about the harmful effects of single-use plastic carry bags on environment as well as human and animal lives. The students requested them to use eco-friendly bags instead of single-use plastic carry bags.



■ Environmental awareness reached at top of the hills by the Eco-club students of Darjeeling

A team of enthusiastic and conscious students accompanied by their teachers of Ghoom Girls' High School have been actively involved in environmental awareness programs, specifically targeting the fragile ecosystem of the **Sandakphu** region. Their initiatives focus on preserving the biodiversity of the Eastern Himalayas through practical action and community engagement.

- **Waste Management & Plastic Cleanup:** A core part of their mission involves cleaning up non-biodegradable waste, such as plastic bottles and wrappers, along the trekking trails to Sandakphu.
- **Awareness Rallies:** The students organize rallies to sensitize both local residents and visiting tourists about the harmful impacts of littering and the importance of maintaining a "Plastic-Free Zone".
- **Community Education:** Through their Eco-Club, students engage with villagers to promote sustainable living practices, such as waste segregation and protecting local flora and fauna.
- **Educational Impact:** These programs, often supported by the West Bengal Pollution Control Board, aim to cultivate a sense of "Environmental Stewardship" among the youth, encouraging them to become lifelong protectors of their natural heritage.

Such initiatives are vital for Sandakphu, as the high-altitude environment is highly susceptible to the negative effects of increasing tourism.



■ Model exhibition & Environmental awareness programme by the Eco-clubs of North Bengal

WBPCB officials visited some of the EEP enlisted schools in Darjeeling district and attended some environmental awareness programmes and activities organized by the respective school. The Eco-club students of the schools participated in Model Exhibition, environmental campaign, workshop etc.

The detail schedule of school visit by the WBPCB officials is as below:

Sl. No	Date	Name of the School	District
1.	31.1.26	Phuguri Higher Secondary School	Mirik (Darjeeling)
2.	01.2.26	Ghoom Girls' High School	Ghoom (Darjeeling)
3.		St. Alphonsus Higher Secondary School	Kurseong (Darjeeling)
4.	02.2.26	Bagdogra Chittaranjan High School	Bagdogra (Darjeeling)
5.		Uday Chandra Vidyapith	Uttar Dinajpur
6.	03.2.26	Malda College	Malda



Environmental campaign at Phuguri Higher Secondary School, Darjeeling dist.



Environmental talks at Ghoom Girls' High School, Darjeeling dist.



Environmental campaign at Uday Chandra Vidyapith, Darjeeling dist.



Environmental campaign at Bagdogra Chittaranjan High School, Darjeeling dist.

However, a Model Exhibition on Mission LiFE themes was organized by St. Alphonsus Higher Secondary School in which a number of students of the following schools from Darjeeling and adjacent districts participated and three schools were selected as winners by the judges' panel:

- Ashalata Vidyalaya, Jalpaiguri dist.
- Sumi School, Kalimpong dist.---**3rd**
- Tindharia Girls High School, Darjeeling dist.
- St. Peters H.S School (Gayaganga), Darjeeling dist.----**2nd**
- St. Roberts School
- Tindharia Hs School, Darjeeling dist.
- St. Marys School-----**1st**
- Glorious IIHM



Model Exhibition at St. Alphonsus High School, Dajeeling dist.

One Day Capacity Building Programme on Mission LiFE: Lifestyle for Environment in Malda district

A One Day Capacity Building Programme on Mission LiFE: Lifestyle for Environment was organised on **03 February, 2026** with active leadership of the Eco Club, drawing enthusiastic participation from 1,240 students and teachers of various schools and colleges. The programme aimed to translate the vision of Mission LiFE into practical, community-oriented environmental action.

Several Eco Club–led initiatives were inaugurated, reflecting innovation and grassroots responsibility. In addition to the capacity building sessions, an aesthetic structure made of Eco-bricks and a Vertical Garden, conceptualised

to combat plastic pollution and promote green infrastructure, were formally inaugurated by the esteemed guests. These installations symbolised sustainable waste management, reuse of plastics, and eco-friendly campus practices. As part of the programme, two short environmental videos were screened. The first traced the 50-year journey of the West Bengal Pollution Control Board, highlighting its institutional growth and commitment to pollution control. The second showcased the diverse activities of the Eco Club, Malda College under the Environmental Education Programme, emphasising student-led initiatives in awareness generation, waste reduction, biodiversity conservation, and sustainable lifestyles.

A puppet show presented by Eco Club members creatively communicated issues such as plastic pollution and environmental degradation through folk art, making complex messages accessible and emotionally engaging. Academic sessions by Dr. Kalyan Rudra, Chairman, West Bengal Pollution Control Board; Professor Malay Mukhopaddhay, Retired Professor and Head, Department of Geography, Visva-Bharati, Santiniketan; and the presence of Shri Samanjit Sengupta, Senior Personnel Manager, West

Bengal Pollution Control Board and Special Secretary to Govt of West Bengal enriched the programme. Overall, the event stood as a strong testimony to the Eco Club's pivotal role in transforming Mission LiFE from awareness to collective action.



■ Miniature Plastic Recycling Factory designed by Young Innovators by Bandipur Ideal Academy for Girls

In an era where plastic pollution poses an existential threat to our ecosystems, students of Bandipur Ideal Academy for Girls have showcased a brilliant solution to manage waste effectively. The model designed by the students highlights the urgent need for local recycling infrastructure to reduce landfill dependency and protect our natural environment from non-biodegradable waste.

The students designed a sophisticated multi stage model that replicates a professional industrial cycle. Each step is crucial for ensuring the final material is pure and reusable. The process begins with an automated belt that transports raw plastic waste into the system. The main parts of the system are shredder, floating tank, friction washing, dewatering and melting and pelletizing. This recycling technology is a cornerstone of the circular economy, ensuring that plastic remains a resource rather than becoming trash. By converting waste into high quality pellets, manufacturers can create a wide range of new products including eco-friendly packaging, textiles, construction materials etc. The lead student said 'we wanted to show that plastic is not garbage, it's a valuable resource that just need the right technology to be reborn.'



Model 1: the model displays two types of the consequences of using plastic



Model 2: model of plastic recycling factory

Workshop on environmental conservation organized by Tilaboni High School



As part of the Environmental Education Programme, a WORKSHOP was organized by Tilaboni High School Eco-Club on 03/02/2026. The objective of this activity is to raise awareness among students and community about environmental conservation and to convey the message of sustainable development.

Students participated, listened, aired their views, created and demonstrated on Mission LiFE Themes to all present there. They also explained measures to keep air fresh and how to reduce plastic wastes through their events. During their presentations, the students emphasized that environmental protection is not the responsibility of any single institution or government, but a collective responsibility of every citizen. They also made it clear that human life is impossible without

conservation of water, air and natural resources.

On this occasion, the teachers and staffs also appreciated the creativity and hard work of the students. Such activity enriches the students with practical experience beyond textbook knowledge.

EEP Success stories of Nilganj Sikshayatan

Environmental Rally:



Nilganj Sikshayatan organized 'Beat the Plastic Campaign'. The programme was inaugurated by teacher-in-charge on 15th August 2025. A welcome speech was delivered by the teacher-in-charge on the occasion. It was inaugurated by the Teacher-in-charge.

An awareness rally was organized by the students to nearest locality to make them aware about the ill effects of plastic on the environment.

Arrangement of a Model Competition:





A model competition was held on 29 August, 2025 on the topic ‘Save Environment Topic’ amongst the students. They were encouraged to make Environment friendly models for sustainable development and plastic free world.

Apart from the above activity reports, a number of other Eco-clubs from different districts of West Bengal organized impactful activities promoting Mission LiFE themes under EEP y through out the year- 2025-26 in a and submitted pictorial reports to the State Board (Implementing Agency). The district-wise Eco-club list is as below:

Sl. No	District	Name of the School
1	Hooghly	Bandel Mahatma Gandhi Hindi Vidyalaya
2	Paschim Bardhaman	Ajodhya High School (H.S)
3	Alipurduar	Tapsikahata High School
4	Howrah	Shibpur Jasodamoyee Vidyalaya
5	Purba Bardhamann	Channa Junior High School
6	Jhargram	Barakhagri Anchal Janakalyan Vidyalaya (h.S)
7	Paschim Medinipur	Bala High school (H.S.)
8	Hooghly	Rishra Girls High School
9	North 24 Parganas	Guma Rabindra Vidyapith
10	Nadia	Dhubulia Shyamaprosad Shikshayatan (H.S.)
11	Kolkata	Kali Kamala Vidyapith for Girls
12	Kolkata	Krishnapur Adarsha Vidyamandir
13	Purba Medinipur	Bodhra Pantheswari High School

Sl. No	District	Name of the School
14	Paschim Medinipur	Nezibheri S.C High School (H.S.)
15	Murshidabad	Seva Milani High School (H.S.)
16	Kolkata	Behala Balika Vidyapith (High)
17	Jhargram	Asthapara Jr. High School
18	Purba Bardhaman	Mithapur Sree Durga High School (H.S.)
19	Birbhum	Laghata Santal Jr High School
20	Kolkata	Belegkata Desbandhu Girls High School (H.S)
21	North 24 Parganas	Bandipur Ideal Academy for Girls
22	Dakshin Dinajpur	Balurghat Jaichandlal Pragati Vidyachakra
23	Kolkata	A.I.W.C. Buniadi Bidyapith Girls High School (h.S.)
24	Paschim Medinipur	Gopinathpur High School
25	Kolkata	Michaelnagar Shikshaniketan (H.S.)
26	Howrah	Bally Girls High School (H.S.)
27	Paschim Medinipur	Belda English Medium School (H.S.)
28	Kolkata	Putiary Braja Mohan Tewary Girls High School (H.S.)
29	Uttar Dinajpur	Goti High School
30	North 24 Parganas	Mir Academy
31	North 24 Parganas	Hattuba Adarsha Bidyapith (H.S.)
32	Purba Bardhaman	Pallishree Junior High School
33	Darjeeling	Kawakhali Jr. High School
34	Birbhum	Bandhgora Kali Krishna Vidyalaya
35	Purba Bardhaman	Palashan M.M.High School

Sl. No	District	Name of the School
36	Murshidabad	Rani Dhanya Kumari College
37	Paschim Medinipur	K.D.College of Commerce And General Studies
38	Bardhaman	Amex Law College
39	Murshidabad	Subhas Chandra Bose Centenary College
40	Birbhum	Hiralal Bhakat College
41	Purba Bardhaman	Bonbibitala High School
42	Kolkata	Krishnapur Adarsha Vidyamandir for Girls
43	Darjeeling	Kurseong Adarsha Vidyalaya
44	Purulia	Sankra High School
45	Murshidabad	Bankipur Nazrul Vidyapith (H.S.)
46	Hooghly	Hooghly Collegiate School
47	Birbhum	Jamna Dhrubabati N.R. High School
48	Hooghly	Prabartak Vidyarthi Bhawan
49	Uttar Dinajpur	Haripur Jr. High School
50	Uttar Dinajpur	Banbole High School
51	Purulia	Adardih High School
52	North 24 Parganas	Mena Sarojini Pahar High School (H.S)
53	Purulia	Para Girl's High School (H.S)
54	North 24 Pargana	Bira Ballavpara Santipipasa Ballav Balika Vidyalaya (H.S)
55	Kolkata	Purba Kalikata Vidyayatan (Boys)
56	South 24 Parganas	Polerhat High School (H.S)
57	North 24 Parganas	Nabapalli Satyabharati Baniniketan Girls High School (H.S)
58	Kolkata	Peary Charan Girls High School
59	North 24 Pargana	Agarpara Netaji Shikshayatan For Girls

Sl. No	District	Name of the School
60	Purba Medinipur	Maisali Trailokya Vidyapith (H.S)
61	North 24 Parganas	Pifa B.M. High School (H.S)
62	North 24 Parganas	Habra Model High School (H.S)
63	Purba Bardhaman	Aruar B.M.D.P. Institution
64	Nadia	Shri Gouranga Vidyapith (H.S)
65	Kolkata	Sri Aurobindo Institute of Education
66	North 24 Parganas	Natni High School
67	Alipurduar	Sonapur B.K. Girls High School
68	Dakshin Dinajpur	Balapur High School (H.S.)
69	Alipurduar	Netaji Vidyapith (H.S)
70	Coochbehar	Ramthanga High School
71	Alipurduar	Chilapata Forest High School
72	Birbhum	Sangra S.C.M. High School (H.S.)
73	Purba Bardhaman	Ketna Junior High School
74	Murshidabad	Cossimbazar Mahajan Samity High School
75	Paschim Bardhaman	Bud Bud Mahakali High School
76	North 24 Parganas	Noorpur Panchanan Paik Smriti Vidyalaya (H.S)
77	Coochbehar	Andharanfulbari Girls High School
78	Paschim Bardhaman	Kanksa Girls High School (H.S)
79	Coochbehar	Kushiarbari Haleswar High School (H.S)
80	Dakshin Dinajpur	Sanapara S.C. High School (H.S.)
81	Bankura	Balsi High School (H.S)
82	North 24 Parganas	Kanchrapara Municipal Polytechnic High School

Sl. No	District	Name of the School
83	Paschim Medinipur	Moupal Deshapran Vidyapith (H.S.)
84	Hooghly	Talpur Pathsala (H.S)
85	Purulia	Bartoria High Shool (H.S.)
86	Howrah	B.E.College Model High School,
87	Jhargram	Banpukhuria Ahladi High School (H.S)
88	Dakshin Dinajpur	Bishrail High School
89	Purba Medinipur	Hirapur Dasagram High School
90	Hooghly	Kantali High School
91	Paschim Medinipur	Gopali Indranarayan Memorial High School (H.S)
92	Hooghly	Hooghly Girls High School
93	Nadia	Salua Academy
94	Jhargram	Kushmarh Tentulia High School
95	Uttar Dinajpur	Digna High School
96	Jhargram	Babu Dumro High School (H.S)
97	Purba Burdwan	Itta High School
98	Paschim Burdwan	Punchra Bhagaban Mahabir Digambar Jain Sarak High School
99	Hooghly	Goghat Bhagabati Balika Vidyalaya
100	Purba Medinipur	Kukrahati High School (H.S)

Sl. No	District	Name of the School
101	Purba Burdwan	Kshetia High School
102	Hooghly	Chandernagore Banga Vidyalaya
103	Kolkata	Ashoke Hall Girls Higher Secondary School
104	North 24 Paraganas	Rathtala Rajlakshmi Balika Bidyamandir
105	Darjeeling	Ghoom Girls Higher Secondary School
106	Coochbehar	Acharya Brojendra Nath SEAL College
107	Purba Burdwan	Adrahati B.S. Sikshaniketan
108	Purulia	AGPN Convent & E R School,
109	Hooghly	Akuni B.G. Biharilal Institution
110	Jalpaiguri	Ananda Chandra College
111	Kolkata	Barisha Asar Vidyapith
112	Paschim Medinipur	Bhadutala Vivekananda High School
113	Dakshin Dinajpur	Daralhat High School
114	Birbhum	Dwarka High school
115	Kolkata	East Calcutta Girls College
116	North 24 Paraganas	Ichhapur Academy
117	Uttar Dinajpur	Islampur College
118	Birbhum	Khujitapara R.G.J High School
119	Kolkata	Kishore Vidyapith
120	Malda	Malda College
121	Nadia	Nabadwip Bakultala High School
122	Paschim Medinipur	Narajole Raj College
123	Jhargram	Sadhu Ram Chand Murmu University
124	Jhargram	Tilaboni High School

Some success stories of the WBPCB (IA) and Eco-clubs

Being the Implementing Agency (IA), the West Bengal Pollution Control Board has achieved significant success in state-wide implementation of various environmental activities under the EEP. However, it has remarkably increased administrative as well as digital capacity while carrying on student-driven innovative activities fully aligned with Mission LiFE.

One of the note-worthy success stories under EEP was Eco-Hackathon event and participation in best Eco-club competition organized by the Ministry of Environment, Forest & Climate Change, Govt. of India.

Eco-Hackathon Competition on Mission LiFE' -2025-26

As desired by the Ministry of Environment, Forest & Climate Change, Govt. of India, being the Implementing Agency (IA), the West Bengal Pollution Control Board organized an Environmental Hackathon competition based on Mission life themes for the EEP enlisted Eco-clubs. Amongst the participants 5 Eco-clubs were nominated as best 5 from West Bengal to compete in the national-level.

Sl. No	Name of the project	Name of the School
01	Multi-Dimensional Pollution Spread from our School adjacent Rice Mill	Tapsikhata High School
02	Atmospheric Water Generator	Bandipur Ideal Academy for Girls
03	Waste Mangement in Rural Areas	Channa Junior High School
04	Natural Abir	Santoshpur Vidyamandir For Boys
05	Use of Plants in Environmental Remediation	Seva Milani High School

Success Stories and EEP Activities by Akuni B. G. Biharilal Institution

Akuni B. G. Biharilal Institution, one of the largest schools in terms of campus and curriculum, is a century old school. It has formed an Eco-Club with the students from classes V – IX, which undertakes various programmes throughout the year with an aim to create awareness on environment among the students, and beyond.

At present, this Eco-Club is functioning under the directions and supervision of the West Bengal Pollution Control Board to accomplish different schemes of EEP of the Govt. of India.

Over the months the Eco-Club has of our school has successfully observed Earth Day, Water Day, Forest Week, Afforestation drive, World Environment Day, and many other Bio-Diversity related programmes in compliance with the directives from EEP. WE have also conducted a seminar on Water Conservation, workshops on making bio-bricks and herbal 'abeer', Science Exhibition etc. to foster eco-friendly mindsets among people. We have also carried out ventures like Vegetable Farming, Campaign on creating Plastic-free Environment, Sit and Draw Competition, Poster Making during 2025 – 26.



Raksha Bandhan with Trees



Seminar on Water Preservation



Observation of Forestation Week

Presently the Work Education curriculum for classes VI – VII in our school includes projects. During the Formative Evaluations, many of our environmentally enthusiastic students displayed herbal beer and nature-friendly bricks. Our school has procured twenty dustbins and conducted a number of cleanliness drives to keep the school premises clean, pure and hygienic. The school premises are adorned with trees like ‘Palash’, ‘Mahuya’, ‘Debdaru’, ‘Bokul’, ‘Nag Panchami’, ‘Champak’, ‘Chatim’, ‘Mehagini’, ‘Krishna Chura’ as a result of the repeated afforestation drives. The trees have now grown into the playground for our nature friends like squirrels, butterflies, cuckoos, bees, Bulbuls and many more. All these have transformed the school compound into a safe haven of wonderful bio-diversity.

The peeled skins of vegetables used in the Mid-Day-Meal Programme are used as bio-fertilisers in the school’s vegetable farm. The Pro-Environmental practices and programmes adopted by the school have cultivated a very positive, innovative, pro-life and environ-friendly notions among not only the Staff and Students of the school but also the people beyond.

Feedback from the Implementing Agency (WBPCB)

6.1 Issues faced during the implementation of EEP

Despite carrying out various initiatives successfully, the State Board has seldom faced some issues during implementation of EEP activities.

- ▶ Time crunch faced during proper implementation of EEP activities involving all enlisted Eco-clubs utilizing the fund received from the Ministry as per the sanction order.
- ▶ Many of the schools of West Bengal, enlisted under the EEP, do not have proper digital infrastructural facility. So, they are unable to either enrol or upload the Eco-club activities themselves. Therefore, as the IA, the job is being carried out by the WBPCB single handedly, which is a time taking effort.

6.2 Some suggestions of the WBPCB (IA)

- ▶ The best practices within the country to be displayed among the all SNAs so that the same may be replicated accordingly in the States.
- ▶ Fund may be released in time so that we can utilize the whole financial year for implementing the activities properly.
- ▶ In case of late disbursement, if we can obtain the prior administrative approval, we can initiate the programme in our State by utilizing the State Board's own fund and will reimburse the same as soon as we get the central fund.
- ▶ Inclusion of State Education department to increase the enrolment of more schools and colleges under EEP across the State.